

INFORMATION LETTER

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NATIONAL CANNERS ASSOCIATION

For Members
Only

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Industry Canvassed on Color Additives

The N.C.A. has mailed to all canners a request for information on canned food ingredients which may be affected in one way or another by the provisions of the Color Additives Amendment to the Federal Food, Drug, and Cosmetic Act.

Canners are reminded that the new amendment covers not only coal tar colors but any substance, natural or synthetic, capable of imparting color. Since the definition includes black, white, and intermediate grays as well as the hues ordinarily thought of as colors, and furthermore substances that may have functions other than their coloring effect, the full impact of

the amendment and the range of ingredients that it may affect have perhaps not been fully appreciated.

The information sought in the questionnaire is of two kinds. The first deals with substances used for their coloring effect (within the broad definition), the maximum levels of use, and the period of such use. The second deals with ingredients which, though capable of imparting or affecting color are used solely for other purposes. It is pointed out that these must be cleared for use by official exemption, and therefore it is important to obtain a comprehensive list of such materials actually in use.

N.C.A. Invites Distributors To Attend 1961 Convention

The N.C.A. has sent to canned food buyers a special letter of invitation to attend the Canners Convention in Chicago January 23-25. As in the past, N.C.A. offered to assist in obtaining hotel reservations for the buyer representatives.

N.C.A.'s letter pointed out to the buyers that the Canners Convention has historically provided distributors an annual opportunity to hold individual sales conferences with their principals. In recent years the Convention has been arranged and programmed so that canners and their customers may make the most of their time there.

Again at the 1961 Convention, all of the program sessions will be held during the morning, leaving the noon hours and the remainder of each day for private appointments.

Also, the letter continued, the content of the program sessions has been selected to be of value and interest to distributors as well as to canners. The Marketing Sessions will comprise a report on a study of the institutional market and a review of the FTC economic and enforcement studies of the past year and a half.

The distributors were sent copies of N.C.A. forms on which they may request room accommodations at the 1961 Convention.

Canners have been notified previously that each should issue his own invitations to the brokers whom he would like to have attend the N.C.A. Convention. The Association will assist in obtaining room reservations if the broker or his canner principal so request.

N.C.A. Officers and Staff Take Part in State Meetings

N.C.A. President Milan D. Smith and members of the Association staff took part this week in conventions of three canner groups.

IOWA-NEBRASKA

Mr. Smith made a guest appearance at the annual meeting of the Iowa-Nebraska Canners Association, and Dr. C. H. Mahoney, Director of the Raw Products Research Bureau, appeared on the program there, with a description of the canning industry's pesticide screen program. He also described the merits of the Canning Crops Contest conducted by the N.J.V.G.A. with N.C.A. support. Also, copies of a progress report on the C.&T.R. Program were distributed at this meeting.

ILLINOIS

R. B. Heiney, Assistant Secretary, addressed the fall meeting of the Illinois Canners Association on the legislative and political situation in Washington. Mr. Smith also was an honorary guest at this meeting.

FLORIDA VEGETABLE CANNERS

The Florida Vegetable Canners Association, at its 2nd annual convention, heard a discussion of the farm programs of the two political parties by George E. Steele, Jr., Director of the N.C.A. Fishery Products Division.

N.C.A. Laboratory Releases Drosophila Bioassay Method

The N.C.A. Berkeley Laboratory has released a research report describing a bioassay procedure for the determination of insecticide residues in plant materials and food products. The method uses drosophila to test for the presence of residues.

Bioassay methods offer a number of advantages for purposes of screening raw products to detect pesticides. They are applicable to a wide variety of insecticides with relatively little change of procedure. The equipment required is simple, and technicians can be trained to conduct most of the operations.

Several years ago the N.C.A. Laboratories issued a description of a bioassay procedure using houseflies as the test species. This method is in use in several laboratories and has proved satisfactory as a routine screening method for a number of insecticides.

The principal advantage in using drosophila as the test species rather than houseflies is in the amount of time required to raise the insects. The maintenance of a housefly colony requires daily attention, but a few hours per week are sufficient to maintain a supply of drosophila.

The Research Laboratory Report No. 60C52-3 "Drosophila Bioassay Procedure for Determining Insecticide Residues," by John R. Kimball,

Jr., and Frank C. Lamb, describes a method for raising drosophila and the techniques used in conducting the assay. Copies can be obtained either from the Berkeley or Washington Laboratories.

Fertilizer Consumption in 1958-59

Fertilizer consumed in the United States during the year ended June 30, 1959, was 12 percent greater than during the preceding 12 months, according to the USDA. Figures compiled by the Agricultural Research Service showed that 25.3 million tons were used in 1958-59 compared with 22.5 million tons in 1957-58.

Consumption was substantially higher in both fertilizer mixtures and in materials used for direct application to the soil. Use of mixtures increased by 1.7 million tons and made up 16.1 million tons of the total. Use of direct-application materials increased 1.1 million tons and made up 9.2 million tons of the total.

Consumption of both mixtures and direct-application materials increased in most regions, but the increase in the West North Central, East South Central, and South Atlantic regions and in Hawaii exceeded the national 12 percent increase.

The increase in use of mixtures, the first reported since 1952-53, established a new annual peak. Consumption was considerably higher in most Central and South Atlantic States but lower in Arizona, Florida, Hawaii, Montana, New York, Rhode Island, and Vermont. Changes in consumption of direct-application materials in most States corresponded to changes in consumption of mixtures.

Fertilizers used in 1958-59 supplied 2.7 million tons of nitrogen, 2.5 million tons of phosphates, and 2.2 million tons of potash. Each was substantially more—by 17, 11, and 13 percent—than for 1957-58, the ARS figures showed.

The national increase in use of fertilizer appears to be attributable, at least in part, to an over-all increase of 17 percent in combined total of acreages planted to corn and cotton, following changes in acreage allotments, ARS officials said.

Iowa-Nebraska Cannery Assn.

Ralph Day of Ackley Food Processors, Inc., Ackley, Iowa, was elected president of the Iowa-Nebraska Cannery Association at the annual meeting.

Fred T. Wright of Beaver Valley Canning Co., Grimes, Iowa, was elected vice president. Guy E. Pollock of Marshalltown, Iowa, was continued in office as secretary-treasurer.

Forthcoming Meetings

- Nov. 18-14—University of Tennessee, Food Technology Short Course, Knoxville
- Nov. 18-16—Georgia Cannery Association, Annual Convention, General Oglethorpe Hotel, Savannah
- Nov. 14-15—Wisconsin Cannery Association, 56th Annual Convention, Schroeder Hotel, Milwaukee
- Nov. 16-18—Indiana Cannery Association, Annual Meeting and Convention, French Lick-Sheraton Hotel, French Lick
- Nov. 20-21—Pennsylvania Cannery Association, 46th Annual Convention, Yorktown Hotel, York
- Nov. 21-22—Michigan Cannery and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids
- Nov. 28-29—Ohio Cannery and Food Processors Association, 53d Annual Convention, Dresher-Hilton Hotel, Columbus
- Nov. 28-Dec. 1—Vegetable Growers Association of America, Annual Convention, Schroeder Hotel, Milwaukee
- Dec. 1-3—New York State Cannery and Freezers Association, 75th Annual Meeting, Statler-Hilton Hotel, Buffalo
- Dec. 5-6—Tri-State Packers Association, Annual Convention, Lord Baltimore Hotel, Baltimore
- Dec. 5-6—Ontario Food Processors Association, Annual Convention, Royal York Hotel, Toronto
- Dec. 10-14—National Food Brokers Association, National Food Sales Conference, The Conrad Hilton Hotel, Chicago
- Dec. 12-14—National Conference on Water Pollution, Sheraton-Park Hotel, Washington, D. C.
- Jan. 8-10—National Preservers Association, Annual Convention, Galt Ocean Mile Hotel, Ft. Lauderdale, Fla.
- Jan. 9-10—Northwest Cannery and Freezers Association, Annual Meeting, Multnomah Hotel, Portland, Ore.
- Jan. 12-13—Cannery League of California, 28th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco
- Jan. 12-13—Association of Food Distributors, Annual Convention, Galt Ocean Mile Hotel, Ft. Lauderdale, Fla.
- Jan. 22-25—NATIONAL CANNERY ASSOCIATION and Canning Machinery and Supplies Association, 54th Annual Conventions, The Conrad Hilton Hotel, Chicago
- Jan. 29-Feb. 1—Canadian Food Processors Association, Annual Convention, Prince Edward Hotel, Windsor, Ont.
- Feb. 2-3—Statistical Quality Control and Instrumentation Workshop for the Food Industry (co-sponsored by N.C.A.), Cornell University, Ithaca, N.Y.
- Feb. 21-22—Special Industrial Radio Service Association, 9th Annual Meeting, Bakersfield, Calif.
- March 3-4—Virginia Cannery Association, 53d Annual Meeting, Hotel Roanoke, Roanoke
- March 5-5—National Association of Frozen Food Packers, 20th Annual Convention, Dallas
- March 5-7—Cannery League of California, 57th Annual Meeting, Santa Barbara Biltmore, Santa Barbara
- April 6-8—Institutional Food Distributors of America, Annual Convention, Hotel Americana, Bal Harbour, Fla.
- April 9-12—U. S. Wholesale Grocers Association, Annual Convention, Hotel Americana, Bal Harbour, Fla.
- May 7-10—Super Market Institute, 24th Annual Convention, Chicago

1960 Packs of Canned Fruits (N.C.A. Division of Statistics)

CANNED PURPLE PLUMS			
State	1959	1960	(actual cases)
Northwest.....	1,790,745	209,847	
Michigan.....	74,837	132,367	
Other states.....	38,484	36,134	
U. S. Total.....	1,904,066	438,348	

CANNED SPICED PEACHES (Including Sweet Pickled Peaches)

State	1959	1960	(actual cases)
California.....	687,342	694,082	
Other states.....	151,001	146,440	
U. S. Total.....	838,343	840,522	

CANNED FIGS IN CALIFORNIA (Cannery League of California)

Container Size	1959	1960	(actual cases)
48/55.....	55,955	67,326	
24/303.....	247,344	372,529	
24/2 1/2.....	71,349	96,503	
6/10.....	82,541	121,808	
Total.....	457,189	658,165	

Average Prices for Peaches

Following are preliminary season average prices per ton received by growers for processing (except dried) during 1960, as reported by the Agricultural Marketing Service of USDA:

State	1959	1960 Preliminary	(dollars per ton)
Freestone:			
Pennsylvania.....	53.50	57.70	
Michigan.....	52.00	60.00	
Virginia.....	50.00	52.00	
South Carolina.....	52.00	46.00	
Georgia.....	50.20	50.20	
Utah.....	43.80	(a)	
Washington.....	47.00	40.00	
Oregon.....	(a)	(a)	
California.....	44.90	40.40	
U.S. average, 9 states....	46.90	44.40	

Clingstone, California.....	58.70	56.00
All peaches, California.....	55.70	52.00

(a) Quantity negligible.

Texas Cannery Association

T. E. Stinson of Alamo Products Company, Alamo, was elected president of the Texas Cannery Association at the annual convention.

Charles Sherrill of Knapp-Sherrill Company, Donna, was elected vice president, and Tony Taormina, Taormina Company, Donna, was elected treasurer. Jack H. Drake of Weslaco continues as acting executive secretary.

The American Home

Frances M. Crawford, assistant editor, features canned cranberry sauce in an article, "Take A Can Of Cranberry Sauce," in the November issue of *The American Home* magazine.

Miss Crawford says, "Thanksgiving wouldn't be Thanksgiving without turkey. And turkey wouldn't be turkey without cranberry sauce. So say we. So would have said our Founding Fathers! But did you know that these tangy red berries are so versatile they can be used for any course in a meal—and all through the year?"

Canned whole or jellied cranberry sauce is used in the six recipes in the article: Day-After Turnovers, Filbert Cranberry Loaf, Molded Cranberry Relish, Surprise Plum Pudding, Tangy Stuffed Spareribs and Holiday Coffee Cake. In addition to cranberry sauce, other canned foods included in the recipes are mushrooms and mince-meat.

The article is attractively illustrated with a two-page color photograph and six black and white photographs.

Look

Marilyn Kaytor, food editor, featured canned pumpkin in three of the six recipes in her article, "Punkin pie . . . and all that," in the November 8 issue of *Look* magazine.

Miss Kaytor says, "Today, pumpkins remain a traditional treat for both goblins and gastronomes. Children still observe the ghostly customs of Halloween by making grinning lanterns out of the showy gourds. And their parents still enjoy the hearty pumpkin dishes that have delighted generations of Americans. The six recipes below show the 'punkin pie . . . and all that' potential of the festive food, both canned and fresh."

The recipes using canned pumpkin are Pumpkin Pie, Pumpkin Cookies, and Pumpkin Spice Cake.

The article is attractively illustrated with a full-page color photograph of pumpkin pies, stuffed pumpkin, and roasted pumpkin seeds.

National Pickle Packers Assn.

L. Everet Landon, Nalley's, Inc., Tacoma, Wash., was reelected president of the National Pickle Packers Association at the annual meeting. John N. Walker, Mount Olive Pickle Co., Mount Olive, N. C., was reelected vice president, and W. R. Moore of Oak Park, Ill., secretary-treasurer.

Parents'

Canned foods are featured in a three-page article, "Company Cookery—with a can opener," in the November issue of *Parents'* magazine. A total of 64 uses of canned foods are included in the recipes and recipe suggestions for appetizers, soups, vegetables, main dishes and desserts.

The article says, "Whenever you're put to the test of preparing company fare in a hurry—a well stocked canned food shelf is better than money in the bank. If, in addition, you've a file of special recipes and tips for giving canned foods a gourmet touch, you're all set."

"With a can of this, a jar of that, plus your own special touch, just see what appetizing treats you can serve company on short notice."

Of each category the article says: "Appetizers—Many canned foods are ready to serve as appetizers just as they come from the can. Soups—Most canned soups are excellent, just as they are. But it's fun to add a little something to keep guests guessing what makes your soup so extra good. Vegetables—A can of vegetables, a can of condensed cream soup, a bit of cheese, a kiss of herbs . . . and voila a vegetable casserole is born. Main dishes—So many fine canned main dish items are available today that it's difficult to decide which ones to stock for impromptu entertaining. Desserts—A really fancy dessert can make even an ordinary meal seem special. Fortunately, many can be made easily and quickly from canned fruits alone or in combination with ice cream or packaged pudding mixes."

Canned foods included in the article are ripe olives, sardines, asparagus, salmon, cream of chicken soup, shrimp soup, black bean soup, clam chowder, cream of mushroom soup, tomato soup, consommé, cream of celery soup, oyster bisque, onion soup, vegetable clam chowder, vegetarian vegetable soup, pea soup, lobster, cocktail frankfurters, bean with bacon soup.

Also used are green beans, mushrooms, pimientos, onions, beets, lima beans, spinach, deviled ham, spaghetti with meat balls, pork and beans, peaches, white sauce, chicken gravy, chicken, peas, macaroni with cheese sauce, tomatoes, shrimp, corned beef, potatoes, luncheon meat, sweet potatoes, fruit cocktail, cherries, apple sauce, and cranberry jelly.

Farm Journal

Canned foods are used extensively in a special 10-page section, "Short Cut Cooking . . . in step with the times," a food-photograph article in the November issue of *Farm Journal* magazine. Sixteen of the 20 recipes and several short cut suggestions use canned foods in the ingredients.

The article begins, "There's a new style of cooking catching on in farm kitchens across the country. Thousands of you who fix three substantial meals a day—plus lunch snacks—are pioneering with short cuts and you're spending less time in the kitchen."

Canned foods included in the recipes and suggestions are cherry pie filling, apple pie filling, peach halves, apple sauce, crushed pineapple, pineapple tidbits, pineapple chunks, corn with peppers, pimientos, tomato paste, tomatoes, bean sprouts.

Also used are deviled ham, luncheon meat, boned chicken, salmon, tuna, tomato soup, cream of mushroom soup, cream of celery soup, clam chowder, chicken broth, and chicken gravy.

The article is attractively illustrated with five color photographs.

Brief on Cannery Occupations

Science Research Associates, Inc., covers canning in its "Occupational Briefs No. 58," just off the press. The organization publishes briefs dealing with opportunities in America's major job fields, for circulation among teenagers. The N.C.A. Information Division assisted SRA several years ago when the first Cannery Brief was written and again offered information and assistance with the current revision.

The text deals with the history of canning, its economic importance, description of the process, typical production jobs, and other facts. Copies of Occupational Briefs No. 58 are available from Science Research Associates, Inc., 259 East Erie St., Chicago 11, Ill., at 45 cents per copy, and with special quantity prices.

The article is attractively illustrated with a line drawing of a stocked canned foods shelf.

Parents' magazine reaches about 8 million consumers, of whom 1,850,000 are young mothers with an estimated 4,250,000 young children. Their features stress menu planning and home management.

N.C.A. Institutional Bulletin

The most recent edition of the *N.C.A. Restaurant & Institutional Bulletin* contains new suggestions to institutional food managers on reasons for serving canned foods and additional ideas on how to use them effectively to achieve cost savings.

In the November issue, just mailed, it is pointed out that in canning, all vegetable trimming, cutting, and handling of waste is largely mechanical, while in public feeding places it is done mainly by high priced hand labor. Thus, it is noted, the labor costs involved in handling fresh vegetables are higher than the preparation costs for canned foods.

"A restaurant operator can lower his food costs by using larger quantities or proportions of canned foods, which are fully prepared and require only his special touch of seasoning and heating before serving," it is stated.

Other features of the bulletin, which is a project of the C.&T.R. Program, cover canned foods in a "profit-maker," how to assure proper food handling, and the use of thermometers in connection with cooking and holding.

Berkeley Laboratory Committee

The N.C.A. Berkeley Laboratory introduced an innovation into the conduct of the annual Laboratory Committee meetings this year in that the first day's meeting was held at the Claremont Hotel and was open to all member canners and representatives

of allied industries. Including the Laboratory staff, about 150 attended, and heard reports on the year's progress in research.

The following day the Committee met at the Berkeley Laboratory to discuss the research program for 1961. The two-day meeting was held November 1 and 2.

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